



**SHARDA**  
UNIVERSITY  
— AGRA —



**Sharda School of Business Studies, SUA**

in association with

**Brokenshire College, Philippines**

*Organizes*

# 1<sup>st</sup> INTERNATIONAL CONFERENCE

*on*

**INNOVATIVE AND SUSTAINABLE  
PRACTICES IN REDEFINING ECONOMY**

**(Business, Technology & Society)**



(Aligned with SDG 9 & SDG 12)

# InSPIRE 2K26

**Hybrid Mode**

Feb **12 & 13** 2026



**Media Partner**



**Knowledge Partner**



**Industry Partner**



# CONFERENCE OVERVIEW

The 1st International Conference on "Innovative & Sustainable Practices in Redefining Economy" (InSPIRE 2K26), scheduled on Feb 12 - 13, 2026 in Hybrid Mode, seeks to bring together academicians, researchers, industry professionals, entrepreneurs, and policymakers to explore the dynamic convergence of innovation and sustainability in driving resilient economies.

In today's rapidly changing world, where businesses face the twin challenges of digital transformation and environmental responsibility, this conference provides a global platform to share insights, exchange ideas, and present research on adopting eco-friendly, ethical, and technologically advanced practices for long-term growth. With engaging keynote addresses, panel discussions, and research presentations, InSPIRE 2K26 aims to foster collaboration across disciplines, encourage actionable solutions, and contribute to shaping inclusive, future-ready, and sustainable business ecosystems.



## OBJECTIVES

- Provide a multidisciplinary platform for academicians, researchers, industry experts, and policymakers to share knowledge and insights on sustainability and innovation.
- Explore emerging trends, challenges, and opportunities in reimagining business models for long-term growth and resilience.
- Encourage the integration of sustainable practices with innovative technologies to address global business and societal challenges.
- Foster collaboration and networking among participants from diverse fields and geographies to promote knowledge exchange and joint initiatives.
- Facilitate the presentation and discussion of cutting-edge research, case studies, and best practices that inspire sustainable and future-ready business strategies.
- Promote awareness of the role of ethics, social responsibility, and environmental stewardship in shaping modern business ecosystems.

## WHO SHOULD ATTEND?

- Students
- Academicians
- Research Scholars
- Corporate professionals
- NGO professionals
- Government bodies.

## WHY ATTEND InSPIRE 2K26?

- Publication Opportunities in Indexed Journals/Proceedings
- Best Paper Award in Each Track
- Pre-Conference Workshop on Case Writing
- Special Track for Students
- Dual E-certificates Advantage (Case Study Workshop + Conference Participation)



# CONFERENCE TRACKS

(Indicative List, But Not Limited To)

## Track 1

### Innovative and Sustainable Practices in Redefining Marketing

- Green marketing and eco-branding strategies
- AI and digital innovations in consumer engagement
- Sustainable retailing and circular economy models
- Customer-centric innovation for sustainable products
- Responsible advertising and ethical communication
- Social media strategies for promoting sustainability
- Innovative approaches to sustainable branding
- Consumer behavior towards ethical and responsible products
- Innovations in product packaging and communication for sustainability
- Cross-cultural perspectives on sustainable marketing

## Track 2

### Innovative and Sustainable Practices in Redefining Finance

- Green finance and sustainable investment practices
- FinTech innovations for financial inclusion
- ESG reporting and responsible financial decision-making
- Carbon trading and climate finance mechanisms
- Risk management in sustainable finance
- Innovations in microfinance and rural financing models
- Blockchain applications for transparency in finance
- Financial inclusion models for rural and underserved populations
- Sustainable economic growth policies and practices

## Track 3

### Innovative and Sustainable Practices in Redefining Human Resource Management

- Green HRM practices for sustainable workplaces
- Digital HR innovations (AI in recruitment, HR analytics)
- Employee engagement in sustainability initiatives
- Leadership for innovation and sustainability
- Diversity, equity, and inclusion as sustainable HR practices
- Remote and hybrid work models as sustainable innovations
- Training for sustainability competencies

## Track 4

### Innovative and Sustainable Practices in Redefining Operations and Supply Chain Management

- Sustainable operations and resource efficiency
- Eco Design and Green Manufacturing
- Innovations in logistics and green transportation
- Circular supply chains and reverse logistics
- AI, IoT, and automation for sustainable operations
- Waste management and zero-defect production systems
- Lean and green manufacturing practices
- Resilient supply chains in the face of global challenges

## Track 5

### Innovative and Sustainable Practices in Redefining IT and Management

- AI, IoT, and Big Data for sustainable decision-making
- Smart technologies for sustainable urban and business solutions
- Cybersecurity challenges in digital innovation
- Cloud computing and green IT infrastructure
- Blockchain for sustainable and transparent practices
- Digital transformation and business model innovation
- IT-enabled governance for sustainability goals

## Track 6

### Innovative and Sustainable Practices in Redefining Tourism and Hospitality

- Eco-tourism and sustainable destination management
- Digital innovations in hospitality services
- Cultural heritage preservation through innovative tourism models
- Sustainable food and beverage management
- Technology-driven customer experiences in tourism
- Community-based tourism for inclusive growth
- Policies for sustainable tourism development

## Track 7

### Innovative and Sustainable Practices in Redefining Entrepreneurship

- Social entrepreneurship and impact-driven business models
- Startup innovations for sustainability challenges
- Green entrepreneurship and renewable energy ventures
- Women entrepreneurship in sustainable enterprises
- Technology incubation and sustainable startup ecosystems
- Frugal innovation and inclusive business models
- Policy frameworks for entrepreneurial sustainability
- Scaling sustainable entrepreneurship in emerging markets

## Track 8

### Innovative and Sustainable Practices in Redefining Corporate Social Responsibility and Ethical Leadership

- CSR as a driver for sustainable innovation
- Corporate governance and stakeholder engagement
- Ethical leadership and responsible corporate culture
- Strategic CSR and shared value creation
- Measuring CSR performance and impact
- CSR communication strategies and brand reputation
- Integrating CSR into core business strategy
- CSR in global and local contexts

## Track 9

### Practice to Impact: Case Studies in Sustainability and Innovation

- Case studies on successful sustainability innovations
- Industry-academia collaborations for sustainable development
- Business model transformation for ESG outcomes
- Failures and lessons in implementing sustainable practices
- Sectoral insights: manufacturing, retail, energy, agriculture, tech, etc.
- Role of leadership in driving change
- Local success stories with global relevance
- Data-driven sustainability decision-making in practice

## Track 10

### Miscellaneous

This track welcomes papers from diverse and emerging domains such as papers addressing any unique, novel, interdisciplinary, or unconventional topics beyond the core tracks.

# GUIDELINES FOR ABSTRACT SUBMISSIONS AND REGISTRATION

- Submissions must be original and not previously published or under consideration for publication elsewhere.
- Abstracts should be prepared in MS Word, typed in Times New Roman, font size 12, with 1.5 line spacing.
- Abstracts must be limited to 500 words, include 4–5 keywords, and cover the introduction, methodology, key findings, and implications of the study.
- Authors must first submit an abstract, followed by the full paper upon acceptance for those who wish to pursue publication after the conference.
- All abstract submissions must be made through the official conference Google link.
- Upon abstract acceptance, final registration and payment must be completed.
- All full papers will undergo a double-blind peer review by experts, and acceptance will depend on quality, originality, and relevance to the conference theme (post-conference review).
- All authors and co-authors must register individually to receive their certificates, and at least one author must present the paper (in-person or online) for it to be considered for publication.



## IMPORTANT DATES

**Last Date of Abstract Submission**  
**28 Jan 2026**

**Notification of Abstract Acceptance**  
**29 Jan 2026**

**Last Date of Early Bird Registration**  
**30 Jan 2026**

**Full Manuscript Submission will be Declared Later**

## REGISTRATION FEES

Category	Early Bird (Till 30 Jan 26)	Regular (After 30 Jan 26)
Faculty Members	Rs. 1200	Rs. 1500
Research Scholar	Rs. 1000	Rs. 1200
Student	Rs. 500	Rs. 800
Working Professional	Rs. 1500	Rs. 2000
International Participants	\$ 20	\$ 25

**On-spot Registration : Additional ₹500 in each category**



# SUBMISSION & REGISTRATION PROCESS

## STEP 1

### ABSTRACT SUBMISSION

Authors must submit their abstracts through the official conference submission link provided.

<https://forms.gle/FPMC6AhXD64CR49>



## STEP 2

### NOTIFICATION OF ACCEPTANCE

Authors will receive an acceptance email after the review of their submitted abstract.

## STEP 3

### FINAL REGISTRATION & PAYMENT

Upon receiving the abstract acceptance email, authors are required to complete the final registration process and make the requisite payment through the designated conference link.

<https://forms.gle/GxVzkWgVhe8BLFjr7>



## ACCOUNT DETAILS

### NATIONAL PAYMENT DETAILS

Account Name	<b>Sharda University Agra</b> A Unit of Shri Anand Swaroop Educational Trust
Account No.	769205000252
Bank Name	ICICI Bank
IFSC	ICIC0007692
MICR	110229354
Branch	Gate No-2, Sharda Hospital, Plot no- 32& 34, Knowledge Park-III, Greater Noida, Uttar Pradesh- 201306

### INTERNATIONAL PAYMENT DETAILS

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AD Code:6390034	SWIFT: ICICINBBCTS



## PUBLICATION OPPORTUNITY

- All accepted abstracts will be published in the Conference Proceedings with an ISBN number.
- Selected full papers will be considered for publication in the following journals and other additional journals / edited books (under consideration):
  - ♦ Business and Organization Studies
  - ♦ International Journal of Management Rivulet
  - ♦ International Journal of Multidisciplinary Studies
  - ♦ Public Administration and Governance Studies Journal
  - ♦ Review of Educational Administration, Leadership, and Management

### Note :

- Selected papers presented during the conference will also have the opportunity for publication in ABDC-indexed, Scopus-indexed, and other peer-reviewed journals, as well as edited books.
- Detailed information regarding these publication opportunities will be shared after the conference.
- Publication is subject to successful completion of the peer-review process and strict adherence to the respective journal or edited book publication guidelines.
- Article Processing Charges (APC) will be applicable as per the respective journal or edited book guidelines.

# 3 DAYS PRE CONFERENCE WORKSHOP

on

## Crafting Impactful Case Studies : Structure, Style & Analysis

**9 – 11 February 2026**

### Resource Persons

**Day 1** 9 Feb. 2026

#### Topic

**From Ideation to Draft:  
Crafting Impactful Teaching Cases**



**Dr. K RIYAZAHMED**

Associate Professor SDMIMD, Mysuru  
TEDx & AACSB Speaker  
Ivey Global Case Award Nominee  
Author (Ivey, Sage, Emerald Cases – HBR)  
Associate Editor & Springer Nature  
Editorial Board Member

**Day 2** 10 Feb. 2026

#### Topic

**Best Practices in Teaching Note  
Development for Business and  
Management Cases**



**DR. SONI SHARMA**

Assistant Dean  
Sharda School of Humanities  
Deputy Director Training and Development  
Sharda University Agra

**Day 3** 11 Feb. 2026

#### Topic

**Art Based Innovative Case  
Development and Pedagogy**



**MS. SALONI SINHA**

Assistant Professor  
Birla Institute of Management Technology  
Expert & International Awardee  
Art Based Teaching Innovation



# KEYNOTE SPEAKERS



## **John Vianne Murcia, PHD**

Research Director  
Head Accreditations and Internationalization  
Jose Maria College Foundation, Philippines

## **Dr. Felix C Chavez**

Vice President Academic Affairs,  
Brokenshire College, Philippines



## **Dr. Ashish Gupta**

Senior Associate Professor  
Faculty of Management,  
South Asian University, New Delhi  
(An International University established by SAARC Nations)

## **Dr. Anish Yousaf, FHEA**

Nottingham Business School,  
Nottingham Trent University, United Kingdom



# CONFERENCE ADVISORY COMMITTEE



## **Dr. Sunil Rai**

President UPES, Dehradun  
Advisor, Sharda University Greater Noida

## **Dr. Avadhesh Kumar Khare**

Advisor, Quantum University, Roorkee, Uttarakhand  
Pro-Chancellor IEC University, BADDI, Dist. Solan, H.P.  
Chairman, Shivalik Educational & Research  
Foundation, Prayagraj, U.P.

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Professor Emeritus,  
Former Vice Chancellor,  
Kumaun University, Uttarakhand

## **Dr. Randy A. Tudy**

Deputy Director, Publication Unit,  
University of Southeastern Philippines

## **John Vianne Murcia, PHD**

Research Director  
Head Accreditations and Internationalization  
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College of Business, Liwa University, Abu Dhabi

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Director  
Indian Institute of Industrial and Social Research

## **Dr. Debasis Mallik**

Dean & Officiating Director (PG)  
Sharda School of Business Studies  
Sharda University, Greater Noida

## **Dr. Anish Yousaf, FHEA**

Nottingham Business School,  
Nottingham Trent University, United Kingdom

## **Dr. Nikhil Kulshrestha**

Dean, Sharda School of Business Studies  
Sharda University, Greater Noida

## **Dr. Shalini Aggarwal**

Professor Chandigarh University, Punjab

## **Dr. Ashish Gupta**

Senior Associate Professor, Faculty of Management,  
South Asian University, New Delhi  
(An International University established by SAARC Nations)

## **Dr. Shahbaz Khan**

Department of Industrial Engineering,  
University of Tabuk, Tabuk, Kingdom of Saudi Arabia

## **Mr. Ravindra Kulkarni**

Associate Vice President  
Engineering Integration Practice  
Persistent Systems, Bengaluru

## **Ms. Vijayalakshmi**

Head-HR, Delta Technologies

## **Mr. Jai Agarwal**

MD & CEO Kajeco Industries, Agra

## **Dr. Ruchi V Dixit**

Founder & CEO, VR Magic on Wheels & Organic Magic

## **Mr. Puneet Chandila**

Senior Director of Engineering  
Wiser Solutions Inc.  
San Mateo, California, USA

## **Ms. Himani Singh**

GM HR Business Partner  
Multiplex International IIC Dubai

## **Mr. Amit Singh**

Director Oracle Enterprise Performance  
Management Revvance, Bengaluru



# About Sharda University Agra

Sharda University Agra (SUA), a constituent of the renowned Sharda Group with over 27 years of excellence in higher education, is a forward-looking, multidisciplinary institution committed to academic innovation, societal impact, and global relevance. Located strategically on the Agra–Delhi Highway, SUA offers a vibrant, AI-enabled smart campus that blends cutting-edge technology with value-based education, providing students with a future-ready and immersive learning experience.

SUA stands apart through its robust focus on industry-aligned programs across Engineering, Management, Agriculture, Design and Humanities, ensuring holistic development and career readiness. The university's AI-enabled digital ecosystem supports smart classrooms, online learning platforms, virtual labs, and real-time student support services, offering a seamless blend of physical and digital education.

One of the university's key strengths lies in its commitment to **Skill-based Learning and Sustainable Development Goals (SDGs)**. Through the **Sharda Skill Development Centre (SSDC)**, students are trained in high-demand domains such as Artificial Intelligence, Robotics, Data Analytics, IoT, Cybersecurity, Digital Marketing, and Communication Skills. Simultaneously, the curriculum integrates **SDG-based courses**, promoting awareness, innovation, and action toward global challenges including clean energy, climate resilience, gender equality, health, and education. Students engage in real-world projects that contribute meaningfully to the achievement of the United Nations' SDGs.

SUA also runs unique programs such as '**Community Connect**', where students work at the grassroots level to understand and address social issues through research and implementation. These experiences foster civic responsibility, compassion, and leadership.

Deeply rooted in India's heritage, SUA is home to a distinguished **Indian Knowledge System (IKS) Centre**, focusing on "**Yogeshwar Lord Krishna**" and "**Maharshi Charitra Parampara**". This centre serves as an intellectual and spiritual platform that encourages interdisciplinary research and learning rooted in India's cultural and philosophical traditions, blending ancient wisdom with modern relevance.

The university further distinguishes itself through **global collaborations**, **strong placement support**, **entrepreneurship incubation**, and a **student-centric approach to education**. By nurturing technically proficient, socially conscious, and ethically driven professionals, Sharda University Agra is shaping the leaders of tomorrow and contributing actively to the vision of **Viksit Bharat**—a developed and self-reliant India.





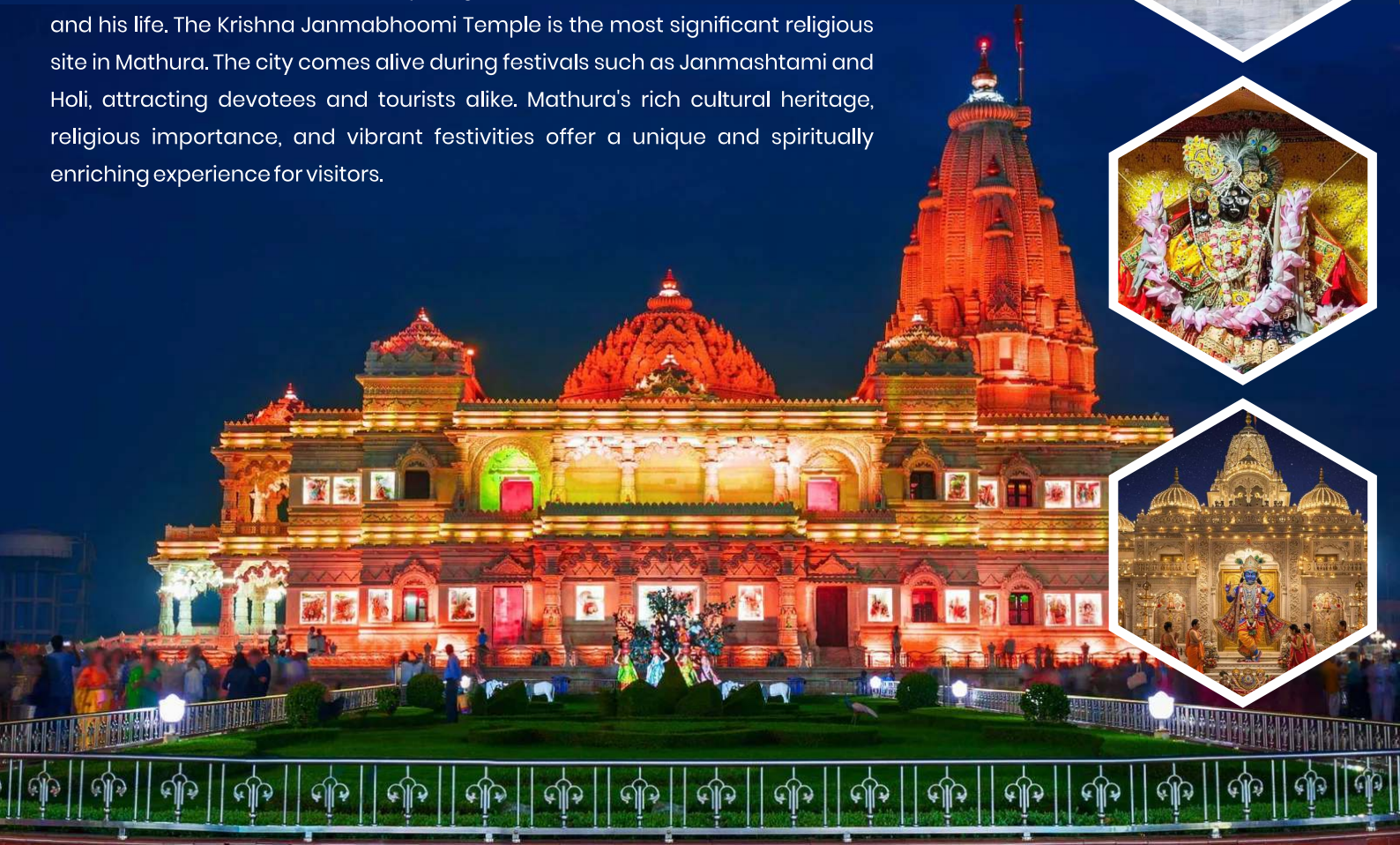
# ABOUT AGRA

Agra, located on the banks of the Yamuna River in Uttar Pradesh, is one of India's most iconic cities. Renowned for its rich Mughal heritage, Agra is home to three UNESCO World Heritage Sites: the Taj Mahal, Agra Fort, and Fatehpur Sikri. The Taj Mahal, a symbol of love and an architectural marvel, draws millions of tourists from around the world. Agra is also famous for its vibrant markets, offering exquisite handicrafts, leather goods, and the city's renowned sweet, Petha. The city's historical and cultural significance, combined with its modern amenities, make it a must-visit destination in India



# SHRI KRISHNA JANMBHOOMI

Mathura, situated in Uttar Pradesh, is revered as the birthplace of Lord Krishna, making it a major pilgrimage site for Hindus. The city, located along the Yamuna River, is dotted with numerous temples, ghats, and shrines dedicated to Krishna and his life. The Krishna Janmabhoomi Temple is the most significant religious site in Mathura. The city comes alive during festivals such as Janmashtami and Holi, attracting devotees and tourists alike. Mathura's rich cultural heritage, religious importance, and vibrant festivities offer a unique and spiritually enriching experience for visitors.





## Patrons



**Shri. P. K. Gupta**

Honorable Chancellor  
Sharda University Agra



**Shri. Y. K. Gupta**

Honorable Pro-Chancellor  
Sharda University Agra

## Co-Patron



**Prof. (Dr.) Jayanthi Ranjan**

Vice-Chancellor  
Sharda University Agra

## Conference Chair



**Prof. (Dr.) Saket Jeswani**

Dean SSBS & Director IQAC  
Sharda University Agra

### Convenors

**Dr. Ravi Kant Pathak**

Assistant Dean, SSBS  
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**CA. Sanjeev Singh Thakur**

Assistant Professor, SSBS  
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### Co Convenors

**Dr. Ruchi Jain**

Assistant Professor, SSBS  
Sharda University Agra

**Ms. Deepti Verma**

Assistant Professor, SSBS  
Sharda University Agra

### Organising Secretaries

**Dr. Atul Narang**

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**Dr. Rachit Kumar**

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**For Query :**

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Conference Website

**<https://www.agra.sharda.ac.in/inspire2026/>**

Organized by

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**Sharda University Agra**

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